

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Application No.:** 09/773,943      **Group Art Unit No.:** 3622  
**Applicant(s):** Ronald Jacoby, et al.      **Examiner:** Jeffrey D. Carlson  
**Filing Date:** January 31, 2001      **Docket No.:** 085804-019600  
**Title:** **SYSTEM FOR DYNAMIC GENERATION OF ONLINE  
STREAMING MEDIA ADVERTISEMENTS**  
**Customer No.:** 76058

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on November 6, 2008.

  
Name: Christine Lucas

**AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION**

Date: November 6, 2008

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Commissioner for Patents  
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Dear Sir / Madam:

This paper is in response to the Office Communication dated August 7, 2008. Please amend the application as follows.